Your Accredited Business Team is here to help!

Your Guide to BBB Accreditation

Your Accredited Business Team is here to help!
Welcome to the BBB Community

Congratulations on earning BBB Accreditation and welcome to our community of trustworthy businesses!

Better Business Bureau® of Upstate New York is proud to have businesses with integrity and high ethical standards like yours stand with BBB and support our mission to advance marketplace trust.

As a BBB Accredited Business, you help support the programs and services BBB provides to consumers and businesses in Upstate New York – from helping people find businesses and charities they can trust to sharing best practices in advertising, customer service, and ethics in business.

We are committed to helping your business take full advantage of all the benefits that come with BBB Accreditation. Accredited Businesses have access to exclusive programs, tools, and resources to help grow and protect your business. If you have questions or if there is anything we can do to assist you, please do not hesitate to contact us.

Thank you for your support as a BBB Accredited Business. We look forward to working with you and building a more trustworthy and prosperous marketplace for consumers and businesses.

Sincerely,

Warren Clark
President & CEO
BBB of Upstate New York
What’s Inside

Value of Accreditation ................................................................. pg 4
Building Your Reputation with BBB ........................................ pg 5
Managing Your BBB Business Profile ...................................... pg 6–7
Promoting Your BBB Accreditation .......................................... pg 8
Advertising Guidelines ............................................................... pg 9
Customer Reviews ................................................................. pg 10
BBB in the Community .............................................................. pg 11
Programs and Resources .............................................................. pg 12
Our Partners ........................................................................ pg 13
BBB’s Standards of Trust .............................................................. pg 14–15
Contact Us ........................................................................ pg 16
The Value of BBB Accreditation

BBB Accredited Businesses are a select group of companies committed to high standards and best practices in customer service, sales, advertising, data privacy, and ethics. Not every company is eligible to become BBB Accredited, but those that meet BBB Accreditation Standards and make it through the rigorous evaluation process have the honor of joining one of the most respected and well-known business communities in North America.

In addition to supporting the BBB mission and helping advance trustworthy business practices, BBB Accreditation can have a positive impact on your business. Accredited Businesses across the U.S. and Canada told us the most important reasons why they remain accredited (see right).

84% Builds trust with customers
83% Increases credibility of my business
69% Shows that we care about our customers
58% Adds prestige to my business
51% Supports BBB’s mission of advancing marketplace trust

Building Your Reputation with BBB

Reputation is essential to the success of your business. In a competitive marketplace, reputation is often the key reason people choose one business over another. But how can your business earn the trust and respect that contribute to a great reputation? How can your business prove it is dependable, honest, and trustworthy?

Becoming BBB Accredited is a great way to build your business reputation. The trust and integrity of the BBB brand can instantly increase your credibility with customers. But your reputation is the result of consistent behavior and performance over time, which you can strengthen by following the BBB Code of Business Practices, providing excellent customer service, delivering on promises, and adopting other best practices like:

**BE RESPONSIVE**

Follow up on all customer interactions as quickly as possible, whether it is responding to a quote request or a complaint. A rapid response shows you care about customer service, and it can make the difference in winning new business and converting an unhappy customer into a loyal customer.

**TAKE RESPONSIBILITY**

Quickly acknowledge any mistakes, do not make excuses, and work to resolve the issue—even if the customer is at fault. Taking ownership of the problem and doing everything in your power to fix it demonstrates integrity and shows your commitment to customer satisfaction.

**SHOW RESPECT**

Never argue online with customers. Reviews, complaints, and social media posts are visible to all your customers, and how you respond can impact their decision to do business with you. Treat everyone like they are your most important customer to win them over as loyal supporters who recommend your business.

**EMPOWER EMPLOYEES**

Great customer service comes from employees who feel valued, respected, and empowered to solve problems. Recognize and reward employees who go above and beyond to create outstanding customer experiences.

**SHARE EXPERTISE**

Write articles or record videos to share your knowledge with prospective customers. It will establish you as an authority, and when these people are ready to buy the products or services you offer, your business will be the one they call.
BBB Business Profile

Number of Pages: 6

1. Business Overview
   Business name, logo, and description

2. Business Contact Information
   Business address, website, email address, phone number, and hours of operation

3. Accredited Business Seal
   Exclusive seal to designate a business has earned BBB Accreditation

4. BBB Rating
   Letter grade based on information BBB is able to obtain about the business, including advertising issues, business practices, and customer complaints

5. Customer Reviews
   Reviews verified by BBB to ensure person submitting the review is an actual customer

6. Request a Quote
   Messaging tool for prospective customers to request information about products and services

7. Products and Services Overview
   Description of the business's products and services, including photos and videos

8. Complaints
   Customer reports of negative marketplace experience and requests for resolution of disputes

9. Business Details
   Additional business information including years in business, type of business, and business owner(s)

10. Business Categories
    Categories assigned by BBB to describe the business and relevant search terms to find you

Need help updating your BBB Business Profile?
Please contact us at (877) 478-8083 or ABHelp@upstatenybbb.org and someone from our Accredited Business Services team will be happy to help.
Managing Your
BBB Business Profile

Last year people looked up BBB business profiles on BBB.org nearly 170 million times. When your business comes up in search results on the BBB website, it is important to make sure your BBB Business Profile makes the best impression possible. A complete profile with details about your products and services, positive reviews from customers, and your BBB Accreditation all increase your chances of winning new customers.

Start by reviewing your BBB Business Profile to ensure all the information about your business is accurate. Use the checklist on the right to update or complete your profile.

BBB Business Profile Tips

- KEEP YOUR INFORMATION UP TO DATE
  Accurate information helps customers contact you and ensures BBB is able to notify you of new customer reviews and complaints.

- ENCOURAGE CUSTOMERS TO LEAVE REVIEWS
  Accurate information helps customers contact you and ensures BBB is able to notify you of new customer reviews and complaints.

- UPLOAD PICTURES AND VIDEOS
  Images and videos of your products, services, or projects are more engaging and persuasive forms of content than text-only information about your business.

- RESPOND TO ALL COMPLAINTS
  Quickly responding to and resolving complaints can be an effective way to turn a dissatisfied customer into a loyal supporter, and it shows everyone else reading the complaint that you value and respect your customers.

Need help updating your BBB Business Profile?
Please contact us at (877) 478-8083 or ABHelp@upstatenybbb.org and someone from our Accredited Business Services team will be happy to help.
Promoting Your BBB Accreditation

As an Accredited Business, you have earned the right to use the BBB Accredited Business Seal—one of the most respected and trusted symbols in business. When customers see the BBB Accredited Business Seal, they know your business is committed to the highest standards of ethical business practices. Stand out from the competition and enhance your credibility by referencing your accreditation and using the BBB Accredited Business Seal wherever you promote your business.

Website
Place the BBB Accredited Business Dynamic Seal on your website and link back to your BBB Business Profile.

Email Signature
Insert “BBB Accredited Business” after the contact details in your business email signature.

Business Location
Place an authorized BBB Accredited Business decal on your front door or in a highly visible location.

Social Media
Share your BBB Business Profile with your followers on Facebook, Twitter, Instagram, LinkedIn, etc. Use social media to ask for customer reviews as well!

Business Directory Sites
Upload the BBB Accredited Business Seal to all the business profiles your company has on online directories.

Company Vehicles
Stick BBB Accredited Business Seal magnets on the company vehicles employees drive around town.

Print and Digital Ads
Include the BBB Accredited Business Seal in all of your print and digital ads.

Business Cards and Invoices
Include the BBB Accredited Business Seal on your business cards, invoices, and estimates.

Videos
Reference your BBB Accreditation in videos promoting your business or showcasing your products and services and display the BBB Accredited Business Seal during the video.

Radio Ads
Mention your BBB Accreditation in radio ads.
Guidelines for Using the Accredited Business Seal

You can download the Accredited Business Seal for print and digital use from the Accredited Business Portal. Visit www.bbb.org and click on the BUSINESS LOGIN to access your account. For more information on accessing the portal or for help managing your account, call your Accredited Business team member.

Approved Colors

<table>
<thead>
<tr>
<th>PMS 7469</th>
<th>CMYK: 100/31/8/38</th>
<th>RGB: 0, 90, 120</th>
<th>HEX CODE: #005A78</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRINT Pantone Ink Number</td>
<td>PRINT Four-Color Process</td>
<td>DIGITAL Monitor Color Space</td>
<td>PRINT Web Color Equivalent</td>
</tr>
</tbody>
</table>

The Seal may also be reproduced in black for such applications as newspapers or flyers. Although reproduction in color is preferred, you may reproduce the Seal in black when the color option is unavailable or impractical.

Minimum Size Requirement

To maintain legibility in print format, the minimum size to reproduce the Seal must have the height of the “BBB: no smaller than 1/8” tall.
Customer Reviews

Did you know that 97 percent of consumers looked at an online review last year? And that 73 percent of consumers trust a local business with positive reviews? Are you doing enough to get positive customer reviews?

BBB has a variety of tools and resources for businesses to connect with their clients. Our Customer Reviews are a little different than other review sites. BBB takes the extra step to ensure that the person submitting the review is who they say they are, and that they had an interaction with your business. BBB works with you and the consumer to facilitate a conversation about the experience to provide an opportunity for an open dialogue between the two. BBB offers our Accredited Businesses the opportunity to gain more positive customer reviews with the Your Reviews app. It’s free for you to use.

- Become a 5-Star Accredited Business
- App is free to all accredited businesses
- Text your customers review requests with one click
- Available on mobile devices and computers

Visit www.yourcustomerreviews.com
About Charity Review & Giving Guide

We know your business gets requests for donations all the time. Do you know where those donations are going? Better Business Bureau of Upstate New York also reviews and accredits charities and nonprofits. Through our Charity Review program, BBB provides the public with up-to-date information on charities and nonprofits across Upstate New York. We review each charity against BBB’s 20 standards for Charity Accountability. The standards include looking into the organization’s governance and oversight, overall effectiveness, finances, fundraising, and marketing materials.

You can look up charities and nonprofits at bbb.org. If you don’t see a charity listed, give us a call and let us know.

Each year, we publish the Upstate New York Giving Guide, which lists reviewed charities whether they meet standards, miss standards, or did not disclose information to us. We can send you a Guide upon request, or you can view it on BBB.org. Together, we can ensure we have a trustworthy marketplace for both businesses and charities.
BBB Programs & Resources

As an Accredited Business, your support makes it possible for BBB to provide valuable programs and resources to protect consumers and empower accredited businesses in their local community.

**FOR CONSUMERS**

**BBB Scam Tracker℠**
Interactive tool to report scams and fraud and find real-time information about scams happening in the area.
www.bbb.org/scamtracker

**BBB Dispute Resolution**
Better Business Bureau offers complaint/dispute resolution services. We work as a neutral third party between the consumer and the business to come to a resolution. All complaints must be submitted in writing.

**BBB AUTO LINE®**
Dispute resolution service to help consumers resolve automotive warranty issues and Lemon Law complaints without a lawyer.
www.bbb.org/autoline

**BBB Wise Giving Alliance®**
Charity evaluation and reports to help donors make informed giving decisions and to promote high standards of conduct among organizations that solicit contributions from the public.
www.give.org

**FOR BUSINESSES**

**BBB Small Business Resources**
BBB would not exist without our small Accredited Businesses. That’s why we’ve developed bbb.org/smallbusiness, which has information and resources all small businesses need to be successful.

**Request a Quote**
BBB’s Request a Quote program connects prospective customers with BBB Accredited Businesses for estimates or information about products or services. Don’t forget to check your email! BBB sends the person’s contact information and services requested directly to your inbox.

**Access to BBB Community Partner Programs**
BBB partners with SBA, SBDC, and dozens of Chambers of Commerce to bring local programming to Upstate New York. Keep an eye on your inbox for invitations and notices!

**Arbitration Services**
BBB offers arbitration services if your business cannot resolve a complaint with a consumer. We work with a trained arbitrator who hears testimony, examines evidence, and renders a written, legally binding decision. Each BBB Accredited Business is entitled to one free arbitration service per year as part of your accreditation.
Welcome to BBB!

Do You Promote Your BUSINESS ONLINE?

As a BBB Accredited Business, you have the optional benefit of utilizing our partner, Platypus Powered by ReviewTube, to enhance your company’s digital advertising at a discounted rate. Additionally, customer review videos are a new benefit we are excited to offer to our Accredited businesses!

Advertising opportunities on BBB.org

- Website Creation & Management
- Video Production
- Business Listings Management
- Directory Advertising
- Social Media Management

Upon Accreditation, Platypus Powered by ReviewTube will contact you! Don’t want to wait? Contact them at 585-645-0452 or send an email to info@reviewtubereviews.com
Standards for Trust

The BBB Standards of Trust consist of eight principles covering business practices that help build and maintain trust, credibility and a good reputation. These standards serve as the foundation for the BBB Code of Business Practices that Accredited Businesses are required to meet and maintain in order to remain BBB Accredited.

1. Build Trust

Establish and maintain a positive track record in the marketplace. Accredited Businesses agree to fulfill all licensing and bonding requirements, be free from government action that reflects a failure to support BBB principles for ethical business behavior, maintain a BBB Rating of “B” or higher, and honor any settlements or agreements reached as an outcome of a BBB dispute resolution process.

2. Advertise Honestly

Adhere to established standards of advertising and selling. Accredited Businesses agree to follow all federal, state/provincial, and local advertising laws, including not misleading customers about products or services, abiding by the BBB Code of Advertising and using the BBB brand and logos in accordance with BBB policy.

3. Tell the Truth

Honestly represent products and services, including clear and adequate disclosures of all material terms. Accredited Businesses agree to clearly, accurately, and completely disclose all material facts in written and verbal commitments, and not hide relevant facts by omitting or obscuring information.

4. Be Transparent

Openly identify the nature, location, and ownership of the business, and clearly disclose all policies, guarantees and procedures that bear on a customer’s decision to buy. Accredited Businesses agree to provide BBB with all information required to evaluate compliance with BBB Standards and to provide customers with clear and complete information on all terms and policies, including contract terms, product guarantees or warranties, return and refund policies, and total transaction costs.
5 Honor Promises

Abide by all written agreements and verbal representations. Accredited Businesses agree to fulfill all signed contracts and agreements reached, and will honor any implied promises by correcting mistakes as quickly as possible.

6 Be Responsive

Address marketplace disputes quickly, professionally, and in good faith. Accredited Businesses agree to respond to all BBB complaints and make a good faith effort to resolve disputes by working directly with the customer, exploring alternative options like mediation and arbitration if necessary, and complying with any settlements or decisions reached through a BBB dispute resolution process.

7 Safeguard Privacy

Protect any data collected against mishandling and fraud, collect personal information only as needed, and respect the preferences of customers regarding the use of their information. Accredited Businesses agree to respect customers’ privacy by clearly disclosing data collection and sharing policies, respecting customer preferences for being contacted by phone or e-mail, and complying with industry standards for protecting and disposing of all sensitive data.

8 Embody Integrity

Approach all business dealings, marketplace transactions and commitments with integrity. Accredited Businesses agree to avoid involvement in activities that would reflect negatively on BBB or its Accredited Businesses.
Have Questions?

BBB Staff is here to help!
Reach out to our specialists for any questions you may have about BBB’s services.

(877) 478-8083
ABhelp@upstatenybbb.org

Stay Connected!
Follow Us on Social Media
Facebook, Twitter, Instagram, LinkedIn
On the web at bbb.org

BBB of Upstate New York
100 Bryant Woods South
Amherst, NY 14228

(877) 478-8083
ABhelp@upstatenybbb.org